



The Department of Natural Resources welcomes **22 million annual visitors** to its state parks, hosts nearly **1 million boaters** on its waters, and offers **thousands of miles of trails** for residents and visitors to explore. With \$271 million needed to complete **Michigan's Iron Belle Trail**, the DNR is seeking partners and sponsors to help make this vision a reality.



### **The Trails System**

The DNR oversees thousands of miles of trails and is the leader in facilitating trail connectivity that will allow residents and visitors to utilize the trails for more than just a walk in the woods – we are focused on developing an alternative transportation infrastructure that will improve our quality of life and foster economic prosperity in trail-adjacent communities.

### **How you can help:**

Because the non-motorized trail system currently has no funding model in place, the DNR is seeking funds to offset the expense of:

- Acquisition (purchase piece of land, permanent easement)
- Master planning and engineering
- Development projects (construction, signage)
- Local Match for Grants (TF and TAP both require 25% or more local match)
- Maintenance/endowment (\$25,000 per trail mile to produce \$1,000 in ongoing maintenance per mile per year)

### **Recognizing our partners:**

We are proud to tell the story of our supporters and strive to make every partnership and sponsorship mutually beneficial. In addition to the communication vehicles noted below, and based on your level of support, we will create a marketing plan that will help us both achieve our marketing and communication goals through public awareness and on-trail recognition of your generosity.

- [Inside Michigan's Great Outdoors](#) eNewsletter – 502,000 monthly recipients
- [DNR Facebook](#) fans - 70,000
- [DNR Twitter](#) followers - 23,000
- Annual page views on [www.michigan.gov/dnr](http://www.michigan.gov/dnr) - 8,336,999
- Annual page requests for Parks and Trails - 12,471,646
- 71 staffed contact stations where printed materials can be distributed
- 1,200 trailhead kiosks and 900 boat launch kiosks where posters can be hung
- On-trail map and mile markers, interpretive signage and bridge naming rights

To learn more about funding opportunities, please contact State Trails Coordinator Paul Yauk at 517-284-6141 or [yaukp@michigan.gov](mailto:yaukp@michigan.gov).